

est type of rural community. The social and economic opportunities afforded by the town and for which rural people yearn, is absolutely essential that the best yields be had from the labor and character of these people. The farmer, tenant and land owner must first be taught how to exact large returns from the soil, how to economize in the use of fertilizers and labor, how to take advantage of improved machinery, and finally, how to market the fruits of his labor to the advantage and how to pool his resources to obtain a larger and longer and better credit. His bank account must be strengthened, and his assets made as easily marketable as the assets of any other great business.

Rural Cooperation.

The farmer is paying dearly for the method under which he operates. It is hard to conceive how any system of business could be more startegically wasteful than is the present system of agriculture in this State.

The method of production is extravagant in the extreme. The crop yield can be doubled to the acre and at half the cost. The late Dr. Seaman A. Knapp, foremost among the great students of rural life said: "The income of the farm can be increased from 3 to 5 fold by use of improved methods." And he was right.

The method of the distribution of farm products is even more wasteful from the standpoint of both producer and consumer thereof than is the method of production. Experts agree that not less than 50 per cent in some cases and with some products more, of the cost of the ultimate consumer of farm products disappears somewhere between the producer and the consumer. The president of the University of Texas is quoted as saying, that the Texas farmer gets only 33 per cent of the cost of the consumer of his products. The high cost of transportation of small packages is a factor of tremendous importance in any plan for the bettering of rural conditions. The cost of the transportation of small packages in the United States is 16 times greater than in any European country. There is an evident over abundance of immediate beneficiaries—parasites, as it were, upon producer and consumer of agricultural products.

In Denmark, the producer gets 92.5 per cent of the cost of farm products to the consumer. But in Denmark rural communities are highly organized both for buying and for selling. The most efficient productive unit is the small farmer, he grows crops more cheaply and harvests them with greater care than does the big farmer. But he is purely a producer and a seller not a buyer. In this respect he is heavily handicapped.

It is highly important to preserve the small farm as the most efficient productive unit, and yet, it must be subject to any observant individual. At this preservation must depend upon the devising of some plan of organization of these smaller units into efficient buying and selling associations. The heaviest burden under which the small farmer exists is his persistent insistence upon the individualistic methods of doing business.

REMARKABLE CASE of Mrs. HAM

Declares Lydia E. Pinkham's Vegetable Compound Saved Her Life and Sanity.

Shamrock, Mo.—"I feel it my duty to tell the public the condition of my health before using your medicine. I had falling, inflammation and congestion, female weakness, pains in both sides, backaches and bearing down pains, was short of memory, nervous, impatient, passed sleepless nights, and had neither strength nor energy. There was always a fear and dread in my mind, I had cold, nervous, weak spells, hot flashes over my body. I had a place in my right side that was sore that I could hardly bear the weight of my clothes. I tried medicines and doctors, but they did me little good, I never expected to get out again. I got Lydia E. Pinkham's Vegetable Compound and Blood Purifier, and I certainly would have been in grave or in an urn if your medicines had not saved me. But now I can work all day, sleep at night, eat anything I want, have no hot flashes or weak, nervous spells. All pains, aches, fears and dreads are gone, my house, children and husband are no longer neglected, as I am almost entirely free of the bad symptoms I had before taking your remedies, and all is peace and happiness in my home."



—JOSIE HAM, R. F. D. 1, Box 22, Shamrock, Missouri.

If you want special advice write to Lydia E. Pinkham Medicine Co., (confidential) Lynn, Mass.

It seems almost impossible to impregnate him with the true cooperative spirit—the spirit above all others which means his emancipation from the grinding drudgery under which he staggers and groans and complains.

Better rural schools and churches, better roads, better credit, better homes, better social environment, better marketing facilities, less waste, and bigger bank account, more leisure, and more learning, all depend upon the proper organization and correct leadership of rural communities, and the right kind of education for rural people.

Rural Education.

One of the chief factors in the exodus from country to town lies in the inadequacy, the insufficiency of the rural schools of the State. The kind of education we need in the country is that which relates itself to rural community activities and aspirations. In this respect the rural school of the State is falling far short. Education, to serve a practical purpose, must supply the tools, the machinery, with which the perplexing difficulties of every day life are to be worked out. Its curriculum, if it is a rural school, must be made up of such studies as relate themselves to the probably life work of its students. Ninety-eight per cent of the boys and girls of the State go directly from the graded and rural school into life's work, and yet, it is a notorious fact that the curriculum of the average rural school is of such a character as to prepare much more nearly girls than boys for entrance into college than for entrance into life, or into the social, economic and religious activities of rural communities. The tendency is to unprepare the boy and girl for farm life, to dissatisfy them with it and to set their faces in other directions. The system as we now have, is not especially inefficient, but it is emphatically insufficient. Its curriculum in addition to being windowed out to make it meet the most advanced ideas of an education must be supplemented with a study of agricultural science and home economics. There is more need for an understanding of domestic science, farm management and marketing, rural sanitation, and rural cooperation—and these things can never come to pass except through the processes of education—than there is for an understanding of Greek roots and Latin verbs. These last have their place in a complete education, but they should not be permitted to occupy the whole picture to the exclusion of that training which fits for the most effective, efficient, and intelligent handling of rural problems in the most comprehensive meaning of that term.

Need for Rural Teachers.

The chief difficulty in redirecting the rural school so as to more nearly make it meet the needs of rural life, is to be found in a lack of competent teachers of agricultural and domestic science. The institutions of the State equipped for the preparation of teachers in agriculture and home economics cannot now, or at any time in the near future, meet the demand for such teachers. Until the time comes when such teachers may be had, we shall have to rely for the teaching of these branches upon the consolidated rural school and the itinerant teachers provided under the terms of the recently enacted agricultural extension act. This act when it fully matures, will provide a fund, if the States do their part of \$8,600,000 annually for the employment of itinerant experts in home economics and agriculture. These trained men and women will take the accumulated knowledge of all the ages from its central reservoirs, and disseminate it in intelligible form to the rural man and woman, the rural boy and girl, under their own especial, peculiar and individual social, economic and business environment. It will, as near as it is possible to do, take the agricultural college, and normal college, to the farmer upon his own farm. This method of teaching, known as the Wanderlehrer system, has been in operation in Germany for many years, and to it is attributed the wonderful productive capacity of the German farm, which shows a yield of from 2 to 4 times greater than that of this country. The efficacy of the method has been shown in a crude way in our Boys' Corn club and Girls' Canning Club work, and in the Farmers' Cooperative Demonstration work. No one will deny that a quiet, but nevertheless certain revolution has been taking place in the agriculture of the State during the past decade, or coincident with the date of the beginning of this system of teaching in this country. These itinerant teachers are the fore runners of the ideal system of rural education—a system which will equip every boy and girl of the country for the lives they will most probably lead.

Rural Leaders.

No plan for the betterment of rural conditions, no scheme intended to meet the needs of the rural man and woman can succeed fully which does not

provide for the community leader. Agricultural progress during all time has been greatly retarded because of the seeming impossibility of devising any plan by which the rural community can be organized permanently and efficiently along business-like intelligent lines. The history of voluntary farm organizations demonstrates that the mere alliance of rural people for mutual improvement have proven ineffective and transitory.

Every city and town has its chamber of commerce, or its board of trade. The purpose of such organizations is to study the economic and business needs of the city and to exploit and promote such enterprises as will extend the influence and power of the city. No convincing reason can be shown which would prevent a similar organization in every rural community, except the fact that the necessary leadership and initiative are lacking. Every organization must have its focal point around which its activities and aspirations revolve. In every organization there must be some one individual whose only business it is to keep watch of the opportunities which may advance the interest of the organization. If all the leading farmers of a neighborhood would lay their heads together and talk over the situation and study the opportunities for new investment, and the chances for the bettering of rural credit, or the marketing of farm products, the chances for making costly and burdensome mistakes would be lessened immeasurably. There is great wisdom in common council.

The present great need of rural life is the vitalized focal point, the rural leader who shall dream the dreams of the community and direct it along correct lines and have charge of the details of its activities and its aspirations. To fill this want we shall have to turn again to the itinerant teacher whose only business will be the community business, whose only problem will be the community problem, whose only thought a more efficient community and a more satisfied people.

To the Societies.

But young ladies and gentlemen of the literary societies, young ladies and gentlemen of this audience, the most heroic work of the itinerant teachers will fail to meet fully the need of the rural community for proper leadership and here lies your opportunity for civic service.

To you have been given opportunities denied to the great majority of your friends and acquaintances. All the generations that have gone before "since the stars first sang together over the Garden of Eden" have laid their rich treasures in your laps. Science, invention, art, music, history, statesmanship, all have conspired to enrich your equipment and preparation for the grave and responsible obligations which you owe to your community, your State and your nation as you go forth from the hallowed precincts of this institution. That obligation will be most fully met, that debt most surely cancelled, if you determine here and now to consecrate yourselves to lives of community service; if you vow to make yourselves leaders in the great battle for a re-directed rural life for better homes, for a more satisfying rural social life, for a more adequate return from rural effort and for a better system of rural education. Yours is the greatest opportunity that has ever come to any generation and as I look into your bright and determined faces tonight, I feel that you will not miss the opportunity, that you will seize it gladly and courageously, and that around your lives in the future will revolve a community of better men and women, inspired with higher ideals and impregnated with clearer and brighter vision. Your task, your willing work, is to be that of the community leader.

Winthrop College. SCHOLARSHIP AND ENTRANCE EXAMINATION

The examination for the award of vacant scholarships in Winthrop college and for the admission of new students will be held at the county court house on Friday, July 2, at 9 a. m. Applicants must not be less than sixteen years of age. When scholarships are vacant after July 2 they will be awarded to those making the highest average at this examination, provided they meet the conditions governing the award. Applicants for scholarships should write to President Johnson before the examination for scholarship examination blanks.

Scholarships are worth \$100 and free tuition. The next session will open September 15, 1915. For further information and catalogue, address Pres. D. B. Johnson, Rock Hill, S. C.

To Drive Out Malaria And Build Up The System Take the Old Standard GROVE'S TASTELESS CHILL TONIC. You know what you are taking, as the formula is printed on every label, showing it is Quinine and Iron in a tasteless form. The Quinine drives out malaria, the Iron builds up the system. 50 cents

Send Your Job Printing to The Herald and News Company

Classy Work Delivered on Time

TO PUT AN END TO ALL SUPERFLUOUS HAIR

Specialist's Advice to Ladies

A simple, inexpensive treatment has just been found which never fails to remove all traces of superfluous hair absolutely without pain or injury. A well-known society woman found that it entirely destroyed all trace of her own unsightly hair-growths so that they never returned. It is called Mrs. Osgood's Wonder. If you want sure, quick results get it from Gilder & Weeks, or any up-to-date druggist. Signed Money-Back Guarantee with every package.

Make Your Sick Skin Well

If you suffer from eczema, itch, pimples, etc., give Zemerine a trial. It stops the itching, allays the irritation and soon your skin is restored to a healthy condition. For sale by Newberry Drug Company. Sample free upon request to Zemerine Chemical Company, Orangeburg, S. C.

1783 COLLEGE OF CHARLESTON South Carolina's Oldest College. 131st Year Begins October 1.

Entrance examinations at all the county seats on Friday, July 2 at 9 a. m. Full four-year courses lead to the B. A. and B. S. degrees. A two-year pre-medical course is given.

A free tuition scholarship is assigned to each county of the State. Spacious buildings and athletic grounds, well equipped laboratories, unexcelled library facilities. Expenses moderate. For terms and catalogue, address HARRISON RANDOLPH, President.

CHICHESTER'S PILLS THE DIAMOND BRAND. Ladies! Ask your Druggist for Chichester's Diamond Brand Pills in Red and Gold metallic boxes, sealed with Blue Ribbon. Take no other. Buy of your Druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS for 25 years known as Best, Safest, Always Reliable. SOLD BY DRUGGISTS EVERYWHERE



100 PROOF Pure Distilled Kentucky Golden Shine Corn Whiskey ONE FULL QUART 70c EXPRESS PREPAID

1 Gallon 100 Proof Golden Shine Kentucky Corn Whiskey \$2.35 Express Prepaid
2 Gallons 100 Proof Golden Shine Kentucky Corn Whiskey \$4.25 Express Prepaid

It is not necessary to make this offer to our thousands of regular customers; they know this whiskey and buy it regularly. You have never tried it, and to prove to you that this is the best whiskey you have ever tasted at twice the price, we are making this special offer.

C. D. CHEATHAM Wholesale Mail Order Whiskies P. O. Box 244 1221-23 Market Street CHATTANOOGA, TENN.

Barbecue at Mt. Pleasant.

A barbecue will be served at Mt. Pleasant church on July 17 for the benefit of the Methodist parsonage at Pomaria. Every one is invited to come and get a good dinner and help a good cause. G. H. Cromer, Chairman of Committee.

The School Improvement association of Pomaria will give a barbecue in the grove at Pomaria on July 3, for the benefit of the school. Mrs. Jno. C. Aull, Pres.

4-15-tf

EXCURSION ... TO ... Atlanta, Ga. ... VIA ... Southern Ry.

PREMIER CARRIER OF THE SOUTH

THURSDAY, JUNE 17, 1915

FROM

Columbia, Rock Hill, Blacksburg, Union, Spartanburg, Greenville, Greenwood, Abbeville, Anderson, Westminster, and all intermediate points.

Lv Newberry - 8:48 - \$3.50

Excursion tickets will be good going only on special train and regular trains to connect with special train as mentioned above.

Excursion Tickets will be good returning on all regular trains except New York, New Orleans Limited No. 38, to reach original starting point by midnight Tuesday, June 22, 1915.

A RARE OPPORTUNITY To Visit Atlanta the Metropolis of the South.

BASEBALL GAMES

At Atlanta with Mobile, June 17, 18 and 19, and Birmingham June 21 and 22, 1915.

Five Days in Atlanta

For further information apply to Ticket Agents or
W. E. McGEE, S. H. McLEAN, R. C. COTNER,
Asst. Gen. Pass. Agt. Dist. Pass. Agt. Trav. Pass. Agt.
Columbia, S. C. Columbia, S. C. Spartanburg, S. C.
J. R. ANDERSON, W. R. TABER,
Supt. B. R. R. R. Trav. Pass. Agt.
Anderson, S. C. Greenville, S. C.